

1 **ABSTRACT**

2 Systems and methods are described for providing an incentive to
3 potential consumers who receive e-mail advertisements or other content to
4 render the advertisement on a display or a printer. An advertiser distributes a
5 content packet to one or more consumers. The content packet includes a
6 message and a value that the consumer will receive if the consumer renders the
7 message. The content packet also includes a message identifier for tracking
8 purposes and a bank account identifier that identifies an advertiser bank
9 account. A pre-configured rules module on a consumer device determines if
10 the message will be rendered according to the value assigned to the packet. If
11 the message is rendered, the consumer notifies the advertiser bank that the
12 message was rendered according to instructions contained in the packet, and
13 the value is transferred from the advertiser bank to a consumer account. A
14 sensor on a consumer printer is used to verify that the message was printed.
15 The systems and methods may also be used to transfer valuable content by e-
16 mail or printer mail in return for payment from a consumer's bank to a sender's
17 bank.

18
19
20
21
22
23
24
25